

PRUVAS – Grottaglie (Taranto)- Italy

PRUVAS is an **Agricultural Cooperation**, which was founded in the town of **Grottaglie** in **1956**.



PRUVAS logo

Since that time, it has been producing, from vineyards and olive trees grown by its partners, **fine wines** and an **Extra Virgin Olive Oil** of the best quality. PRUVAS is able to produce such delicious products thanks to the area that the town of Grottaglie takes up: in fact, the sun and the mild and beneficial climate of southern Italy, the height Grottaglie rise itself at and the little distance from the Jonio Sea, are definitely positive for the production of wine and oil. The typical product consists of all its traditions: that is the reason why wine and oil have loads of symbolic values to impart. Our goal is to produce something that can be enjoyed anytime and anywhere. Wine has become important in the past few years, everybody can have a glass of it at every meal, everyday - and the one we produce is becoming our strong suit; on the contrary, oil has always had a big importance. Although, whilst in past times it was enough to produce a fruity oil (the more you could feel the taste of the product of origin – the olives – the more it was considered good), nowadays the market has changed, so oil has gone through a big evolution, as it consists of a mix of loads of new flavours to highlight each of them.

The founders of this Cooperation were some farmers who, led by the congressman **Gaspare Pignatelli**, decided to join up, so as to qualify their products. Nowadays the number of partners who form part of PRUVAS has increased: they are more or less 600. All these agricultural producers hide a pretty old tradition behind: their relationship with the social structure of Grottaglie enabled them to give personality to their own production and the right qualitative recognition that they deserve as well. Furthermore, other products from other places have been thrown in to native ones and, although they were not accustomed to the climate of such a place as Grottaglie, they have succeeded in getting settled, ensuring to the Cooperation a great deal of products of high quality. The broad range and variety of wines is remarkable: it gets

to satisfy those who appreciate innovations and, of course, it doesn't let down the strictest "*connoisseur*" as well. The treatment of grapes and olives is focused on keeping up and bringing out their special characteristics, in order to hit it off easily with the taste of each customer. Its Extra Virgin Olive Oil, which is the healthiest and one of the most important elements of the **Mediterranean Diet**, results from pressing the selected olives, produced from the partners of PRUVAS, that are taken up at the right time of ripening and straight away processed in the oil mill. This happens for wines as well: they result from the vineyards "*ad alberello*", which are distinctive of Apulia and Taranto. This kind of vineyard is grown in a specific and traditional way, thanks also to the good weather, to produce grapes of the best quality and with a sugar strength in it, that allows it to ripen at an early stage. The produced wine is usually red, tending to a purplish colour, or white, it is earthy and has an astonishing smell and a fruity flavour. Since ancient times it has been preserved in special, huge and wonderful clay pots, made in Grottaglie: the "*capasoni*". Landscape is closely linked to the product ("*Oil and wine are the extreme summary of a landscape*"), so it is fundamental to get to know the territory of origin of a product. Wine represents a pretty important aspect for the economy of the town of Grottaglie: a great evidence is the "*Vino è Musica Festival*" (*Wine Is Music Festival*), that takes part in the historic and ancient centre and gather people of all ages from all cities around!





The Capasone



The "Cave di Fantiano", Grottaglie

Surely, to have success, it is important to follow the product from the firm to the customer as well: nowadays wine and oil from Italy are exported all over the world, from the United States to Germany, to China and so on. So, firms like PRUVAS usually require both technical and creative professions. From the technical point of view, profiles required are chemists, biochemists and oenologist, that now is a real winemaker as well. These ones have to deal with the safety and health of the product, so that it can be qualified **PGI** (*Protected Geographical Indication*, that declares and guarantees the quality, the origin of the product and protects its name) and **CDO** (*Controlled Denomination of Origin*, that certifies that a certain food product is produced within a specified region, using defined methods, and that satisfies

aquality).It is very important for us that the consumer can track the history of the product and to track it every time we ship as well, so that we can withdraw it from the market – if needed – thanks to the codes tied to the entire parcel.Other profiles that are required should be in possession of a business degree or a degree in foreign languages, with some digital skills, as the report with the other corporations is done online. Most of all, what is really important to have success in a working career is to impart your own passion for the job, to understand the symbolic values of the product you sell, to forward them to the costumer and to be able to persuade him in the purchase: communication and human connection are extremely essential!

All in all, there's no denying that PRUVAS is a great, big, remarkable Cooperation, which gives the opportunity to taste wines and oil produced from South Italy, thanks to its technological and up-to-date devices as well, and to soak up the culture and the impressive traditions of the local area.

Should you be in this area, it's definitely worth a visit and a try: that is the best bit of Apulia! So, pack your suitcase and set off to Grottaglie: you won't regret it!

It is possible to find more information on the website www.pruvas.it and to apply for a job (so, to have the most remarkable experience of your life as well!) sending a **Curriculum Vitae** with a letter of motivation by email to the address: info@pruvas.it.



The Bishops' Castle, Grottaglie



